

I CLAIM:

1. A badge comprising:

5 a badge body having front and rear side surfaces opposite to each other in a first direction, said rear side surface having an edge area;

a fastener unit provided on said rear side surface of said badge body and adapted to attach said badge body to an object;

10 a guiding member disposed on said rear side surface of said badge body, said guiding member including a first guiding part which has two opposite side walls that are spaced apart from each other in a second direction transverse to the first direction to define a first guiding groove extending in a third direction transverse
15 to the first and second directions and towards said edge area, and a second guiding part disposed between said edge area and said first guiding part and defining a second guiding groove that extends in the second direction;

20 a holding member having a retained portion and a holding portion opposite to said retained portion, said retained portion being disposed insertably in said first guiding groove and being movable along said first guiding groove in the third direction between an extended position, in which said holding portion extends outwardly of said
25 edge area, and a retracted position, in which said holding portion is disposed inwardly of said edge area; and

a retaining member movable in said second guiding

groove in the second direction between a retaining position where said retaining member engages said retained portion in one of the extended and retracted positions, and a releasing position where said retaining member is disengaged from said retained portion.

2. The badge as claimed in Claim 1, wherein said first and second guiding parts are formed integrally, and said first and second guiding grooves are communicated with each other.

3. The badge as claimed in Claim 1, wherein said retained portion has upper and lower notches which are spaced apart from each other in the third direction, said upper notch being engaged by said retaining member when said holding portion is in the extended position, said lower notch being engaged by said retaining member when said holding portion is in the retracted position.

4. The badge as claimed in Claim 3, wherein said retaining member includes a pin and a spring that biases said pin to engage one of said upper and lower notches.

5. The badge as claimed in Claim 2, further comprising a cover member that is fastened to said guiding member to prevent removal of said retained portion and said retaining member from said first and second guiding grooves, respectively.

6. The badge as claimed in Claim 1, wherein said guiding member is formed integrally with said rear side surface of said badge body.

7. The badge as claimed in Claim 1, wherein said retained portion includes a wider upper segment and a narrower lower segment which are respectively distal from and proximate to said holding portion so as to form a shoulder therebetween, said side walls of said first guiding part respectively having stop blocks that project therefrom toward each other for blocking said shoulder so as to prevent removal of said retained portion from said first guiding part in the third direction.

10 8. A badge comprising:

a badge body having front and rear side surfaces opposite to each other in a first direction, said rear side surface having an edge area;

15 a fastener unit provided on said rear side surface of said badge body and adapted to attach said badge body to an object;

a guiding member disposed on said rear side surface of said badge body, said guiding member having two opposite side walls that are spaced apart from each other in a second direction transverse to the first direction to define a guiding groove extending in a third direction transverse to the first and second directions and towards said edge area; and

25 a holding member having a retained portion and a holding portion opposite to said retained portion, said retained portion being disposed insertably in said guiding groove and being slidably retained along said side

walls in the third direction between an extended position, in which said holding portion extends outwardly of said edge area, and a retracted position, in which said holding portion is disposed inwardly of said edge area.